

Message Text

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ATTENTION: NS BASSET BIC/OIM/MRD

E.O.11652: N/A
TAGS: BBSR, BEXP, BR
SUBJECT: GLOBAL MARKET RESEARCH (GMR): PRODUCTION MACHINERY TEST
INSTRUMENTATION/ELECTRONIC COMPONENTS

REF: A) USDOC 19189 B) SAO PAULO 2703

1. UPON RECEIVING SUBJECT MARKET RESEARCH SPECIFICATIONS, OFFICER SPOKE

WITH ADELA MARKET RESEARCH MANAGER FRANKLIN FEDER. EXTENSIVE STUDY
OF SPECIFICATIONS REVEALED SOME MAJOR INCONSISTENCIES AND QUESTIONS
ABOUT RESEARCH REQUIREMENTS. WE FEEL CERTAIN THAT OTHER POSTS HAVE
NOTED FOLLOWING PROBLEMS, THAT PROBABLY USDOC HAS ALREADY STUDIED THESE

POINTS, AND THEREFORE WILL BE ABLE TO REPLY PROMPTLY.

2. SECTION 2.3.2; SPECIFICATIONS INDICATE THAT NAMES AND ADDRESS OF
LOCAL

MANUFACTURERS NEED NOT REPEAT NOT BE SUPPLIED BY RESEARCHER. POST WOULD

PREFER MARKET RESEARCHER TO INCLUDE SUCH INFORMATION. ON THE OTHER
HAND, IF MARKET RESEARCHER IS REQUIRED TO PROVIDE THIS INFO, IN WHICH
SECTION WOULD INFO BE PLACED?

3. SECTION 2.5.2.; POST ASSUMES THAT IN NO OTHER PART OF MARKET
REPORT IS A "MANUFACTURERS PRODUCE" STATEMENT REQUIRED. POST ALSO
ASSUMES THAT "PURCHASERS OUY" STATEMENT SHOULD INDICATE PURCHASES
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REGARDLESS OF ORIGIN.

4. ACCORDING TO FEDER, TABLE I CONSTITUTES A SIGNIFICANT INCREASE IN WORKLOAD THAN THAT AGREED TO BY ADELA IN SECTION I, ARTICLE 3 OF CONTRACT SIGNED SEPTEMBER 10, 1976. AS YOU MAY RECALL, ADELA SIGNED CURRENT CONTRACT WIHTOUT BENEFIT OF THE NEW SPECIFICATIONS AND ON THE PROMISE THAT USDOC'S NEW SPECIFICATIONS WOULD NOT REQUIRE SIGNIFICANT INCREASE IN TRADITIONAL WORKLOAD. PERCEIVED WORKLOAD INCREASE BASED ON FEDER'S ASSUMPTION THAT EXTENSIVE INTERVIEWS OUTSIDE THE ELECTRONICS

INDUSTRY WILL BE NEEDED TO ASCERTAIN DATA REQUESTED AND THAT A SEPARATE

RATIONALE WOULD BE NEEDED TO JUSTIFY EACH YEAR'S FORECAST. MOREOVER, FEDER DOES NOT FEEL COMFORTABLE ABOUT CONTACTING MILITARY SOURCES IN REGARDS TO NATIONAL SECURITY MATTERS; I. E., USE OF ELECTRONICS COMPONENTS FOR DEFENSE, ETC. FEDER ALSO QUESTIONS NEED FOR EXPORT/ IMPORT STATISTICS FOR EACH CATEGORY.

5. WHERE IN MARKET STUDY SHOULD FEDER DISCUSS THE CASE OF A FIRM WHICH BOTH MANUFACTURERS AND IMPORTS ELECTRONIC COMPONENTS USED IN THE MANUFACTURE OF THE FIRM'S TELEVISIONS, CALCULATORS, ETC?

6. ACTION REQUESTED. USDOC SHOULD REVIEW TABLE I REQUIREMENTS, PERHAPS

LIMITING DATA REQUIRED TO CURRENT YEAR PRODUCTION STATISTICS.
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